



Social Media Policy

1. Purpose

The Special Lioness uses social media to celebrate our community, share information, promote events, and raise awareness of our mission. This policy ensures that all online activity connected to the charity is safe, respectful, inclusive, and aligned with our safeguarding responsibilities.

2. Scope

This policy applies to:

- Staff
- Volunteers
- Trustees
- Contractors
- Ambassadors
- Anyone posting on behalf of The Special Lioness
- Families and visitors engaging with our online platforms

It covers:

- Official social media accounts
- Personal accounts when referencing the charity
- Online interactions with families, children, and the public

3. Our Principles

The Special Lioness is committed to:

- Protecting the dignity, privacy, and safety of children and families
- Promoting positive, inclusive, and respectful communication
- Ensuring all content reflects our values of accessibility, kindness, and empowerment
- Complying with safeguarding, GDPR, and charity governance standards

4. Official Accounts

Only authorised staff or volunteers may post on behalf of The Special Lioness.

All official content must:

- Be accurate and respectful
- Avoid sharing confidential or sensitive information
- Use approved branding, tone, and messaging
- Uphold safeguarding and privacy requirements



5. Safeguarding & Privacy

Protecting children and families is our highest priority.

5.1 Images & Videos

We will **never** post:

- Photos or videos of children without explicit written consent
- Images that identify a child's additional needs without permission
- Content that could compromise a child's dignity, safety, or privacy

Consent must be:

- Informed
- Specific to the event or purpose
- Revocable at any time

5.2 Personal Information

We will not share:

- Full names of children
- Addresses, schools, or identifying details
- Sensitive information about health, disability, or family circumstances

6. Behaviour Expectations Online

Everyone engaging with our platforms must:

- Treat others with kindness and respect
- Avoid discriminatory, offensive, or harmful language
- Refrain from sharing confidential information
- Not engage in arguments, harassment, or inappropriate discussions

We reserve the right to:

- Hide or delete inappropriate comments
- Block users who breach our guidelines
- Report safeguarding concerns to relevant authorities

7. Staff & Volunteer Personal Accounts

We recognise that staff and volunteers may wish to share their involvement with the charity. When doing so, they must:

- Uphold the charity's values
- Avoid posting anything that could harm our reputation
- Not share internal information, private discussions, or operational details
- Never post identifiable images of children without formal consent
- Avoid engaging in online disputes on behalf of the charity



If unsure, individuals should seek guidance before posting.

8. Responding to Comments & Messages

Only authorised individuals may respond to:

- Public enquiries
- Media requests
- Complaints
- Sensitive or safeguarding-related messages

Any safeguarding concerns received via social media must be:

- Screenshotted
- Reported immediately to the Safeguarding Lead
- Not discussed publicly

9. Political Neutrality

As a registered charity, The Special Lioness must remain politically neutral.

We do not endorse:

- Political parties
- Candidates
- Campaigns unrelated to our mission

Staff and volunteers must avoid implying political alignment on behalf of the charity.

10. Crisis or Incident Management

In the event of:

- A safeguarding incident
- Negative publicity
- Online harassment
- Misinformation

Only senior leadership or trustees may issue statements.

No one else should comment publicly or privately on behalf of the charity.

11. Monitoring & Review

This policy will be reviewed annually or sooner if:

- Legislation changes
- New platforms emerge
- A significant incident occurs